

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**JULY 20, 2005, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
  - 1) Labor Day Sale
  - 2) Test Market Products:
    - a. Test Market Request (Citadelle Apple Vodka)
    - b. Test Market Result (Codes #4436, #5709, #5212 & #6128)
  - 3) Full Distribution Request (Carstairs Whiskey, 1.75L)
  - 4) Product Demo Request (HpnotiQ Liqueur)
  - 5) September Special Offers:
    - a. 1 item – Flag Hill Winery & Distillery
    - b. 42 items – Executive Wine & Spirits
    - c. 20 items – Martignetti Companies of N.H.
    - d. 101 items – Horizon Beverage Company
    - e. 148 items – United Beverages, Inc.
- B. WINES:
  - 1) Special Offers for September 2005:
    - a. 5 items – Labor Day Sale
    - b. 3 items – F & F Wines
    - c. 4 items – Charles Saunders
    - d. 27 items – Pine State Trading Co./E & J Gallo Winery
    - e. 22 items – Pine State Trading Company
  - 2) Purchase & Introduction of Big Yellow Cab
  - 3) Purchase & Introduction of Trumpeter
  - 4) Horizon Buy One Get One Half Off – September 2005
  - 5) Recommended Allocated Wines for Distribution to Selected Stores
    - a. 22 items
    - b. 12 items

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- 6) "R" Wines for Allocation to Licensees Selected by the Broker  
(1 item)

**III. ENFORCEMENT & LICENSING REPORT**

**IV. CHAIRMAN'S REPORT & LATE ITEMS**

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

/D. Hartford